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BOWLING GREEN STATE UNIVERSITY

JUNE 26, 1995

John Makay to direct merged communications departments

On any given day the average person participates in various forms of communication — conversing with family members, reading the newspaper, listening to radio or television news updates or exchanging e-mail messages on the home computer.

With the prevalence and increasing interconnectedness of these forms of communication, it's a natural step to enlarge the University's School of Mass Communication to encompass them all, according to Dr. John Makay.

On July 1, the department of interpersonal communication will join the departments of journalism and telecommunications. Makay, IPC chair, has been appointed to serve a concurrent five-year term as director of the enlarged school.

In August Dr. Nancy Brendlinger will assume duties as chair of the Department of Journalism, succeeding Dr. Ray Laakaniemi who is leaving on a Fulbright grant to teach journalism in Estonia. Dr. Bruce Klopfenstein will continue to chair the Department of Telecommunications.

IPC will remain in South Hall until some physical adjustments can be made to West Hall to accommodate more offices. Makay hopes to have all three departments under one roof by January.

Plans are to propose a name change for the School of Mass Communication to reflect the



John Makay

merger, Makay said. Faculty from the three departments will be given an opportunity to offer their suggestions regarding a new name and to vote on final choices.

A charter modification committee composed of Makay and two faculty members from each of the three departments has been meeting every Wednesday since April to coordinate the merger and the name change, Makay said.

"It has gone very smoothly," he said. "There has been a lot of support for it. We discovered there is a lot of camaraderie between the West Hall and South Hall faculty."

Initial discussions regarding a merger first began about three years ago, Makay said. "It's natural. Intellectually you can't really separate the three areas." He pointed out that other universities such as Ohio State and Kent State have already merged or are in the process of combining their communications and journalism departments.

Makay sees Bowling Green's merger as an opportunity to foster more research and dialogue among students and faculty about communication studies as a whole. "I think it is an exciting opportunity to find common ground while maintaining the individuality of the three departments."

The merger is "a wonderful opportunity and we should take the ball and run with it," Klopfenstein said. "I think that the separations were artificial in the first place. Now with the new technology being used by the media there's no question that they are clearly intertwined."

The interactive aspect of communication was

Continued on back



Teeing off

Classified Staff Council sponsored the annual Golf Scramble at Forrest Creason Golf Course June 16. Heading to the first tee is the foursome of (from left) Cheryl Joyce, Nancy Fitzgerald, Aleta McGinnis and Marcia Buckenmyer. "We didn't do as well as some people but we had a good time," Joyce said.

Classified Staff Council completes 1994-95 term, fulfills many goals

The past year was a busy one for Classified Staff Council.

The constituent group was active in numerous University-related projects over the year, not the least of which was the search for a new president.

"We had representation at all of the open forums for the six (presidential) finalists and we had at least 50 percent of council members attend each of the six interview sessions," Kathy Eninger, chair, wrote in a list of the group's completed goals.

The list was distributed at the June 20 meeting, Eninger's final meeting as chair.

In addition to the presidential search, classified staff sold balloons and painted faces at the first University-wide open house, sold coverlets bearing the designs of University buildings to raise money for scholarships for classified staff and their dependents, participated in the State Employees Council of Ohio (SECO) through attendance at the annual conference and through representation by two CSC members at other meetings, held the annual golf outing, participated in the Bowling Green holiday parade, answered phones for the WBGU-TV March pledge drive and provided reports at the Board of Trustees meetings.

CSC members also continued to discuss and take action on issues which affect the approximately 1,000 full-time and part-time colleagues they serve.

One of the issues is a section of the Ohio Revised Code which prohibits a state employee from holding a non-partisan elected office, such as on a school board. CSC members wrote area

legislators Randy Gardner and Tim Greenwood asking for an amendment which would permit employees to serve on a school board. The legislators recently responded that they are looking into the matter.

Another issue concerned a change in the usage of personal leave. As a result of a request submitted by CSC to the Board of Trustees, staff are now permitted to use personal leave in one-hour increments.

A CSC proposal to receive a larger percentage of sick leave upon retirement was rejected by Administrative Council, but the classified staff group is looking at a compromise.

New officers for 1995-96 who will begin their terms July 1 are: chair — Nancy White Lee, library; Pat Kitchen, public safety; chair-elect, Kay Gazarek, special education, and Faith Olsen, co-secretaries; and Jay Samelak, treasurer.

Robert Martin, vice president for operations, attended the June meeting and said that it appears that when the state's biennial education budget is approved this summer it could include an increase of approximately 5 percent for Bowling Green.

Martin also commented on several capital improvement projects taking place on campus and answered questions from the members. In answer to a question regarding whether additional funds could be set aside for preventive maintenance on campus buildings, Martin said that there is a still a limited amount of operating revenue to set aside for that purpose and that a significant amount of that expected increase from the state will be spent on salaries.



Harry Hoemann's CD-ROM introduction to American Sign Language is due out in the fall.

Teaching American Sign Language goes interactive with professor's help

Persons wanting to study sign language at home often had to rely on static illustrations to learn how to make the gestures. Now with the help of today's technology and a University professor, students can actually view the fluid movements and expressions that are an equally important part of signing.

American Sign Language: Dynamic Resource Series is a CD-ROM introduction to American Sign Language written by Dr. Harry Hoemann, psychology. Dr. Oscar Retterer, formerly of the Northwest Ohio Educational Television Foundation and now coordinator of educational development at Franklin and Marshall College in Pennsylvania, designed the software.

The book has an easy-to-use, point-and-click format and contains more than 1,000 QuickTime movies of a teacher demonstrating different signs. The teacher is Veronia Doudt, a part-time sign language instructor who spent approximately 20 hours signing while the author videotaped.

"It's like reading a book illustrated by movies," Hoemann said.

In addition, Retterer's format has allowed for non-linear exploration. Students are able to search for any particular lesson using a "find" command or learn more about a certain topic by simply clicking on the appropriate key. One command allows a student viewing a particular sign to see demonstrations of other signs which mean similar things, called "clusters."

Such a format helps a student who wants to review a particular topic. It can also maintain the interest of a student who may be bored following a particular lesson progression, Hoemann said.

By clicking on buttons at the bottom of the computer screen, students can obtain additional information on ASL vocabulary, grammar and usage. The program also allows students to quiz themselves on any lesson using randomly drawn words from that lesson.

While it offers an extensive review of ASL signs, Hoemann said the book should be considered as a companion to actual classroom work.

"There are limits to what you can learn from your own computer," he said. "What the program can't give you is a patient listener."

He also suggested that the book could be used by parents of deaf children so they can better communicate.

American Sign Language: A Dynamic Resource Series will be in the fall catalog of Intellimation, a Santa Barbara-based educational materials distributor.

The release of the book is the result of three years of work and a lifetime of study in the field of deaf education. A graduate and former instructor of psychology at Gallaudet College for the Deaf as well as a graduate of Catholic University, Hoemann has done research in the area of deaf education and has taught sign language courses.

"I've always viewed sign language as an example of a unique and wonderful adaptation," Hoemann said. "It shows what people will do if you deprive them of sound."

Since joining the Bowling Green faculty in 1969, he has developed numerous learning aids for teachers of American Sign Language, including books, flash cards and a less complex computer program which made use of earlier technology.

He tells his students to think of deafness not as a disability but as a "linguistic minority."

Specify correct department to avoid mail confusion

Telecommunication Services reminds staff to use the complete and correct mailing address when sending information to that office.

For mail regarding campus telephones and calling cards, address it to Telecommunication Services at 220 Centrex Bldg.

To reach the academic department, address mail to Department of Telecommunications, 322 West Hall.

To further avoid confusion, it is recommended that the staff member's name be included with the complete address.

FACULTY/STAFF POSITIONS

Administrative positions:

Cooperative education: Assistant director of cooperative education program. Contact Personnel Services (2-8426). Deadline: June 30.

Environmental health and safety: Radiation safety officer. Contact Personnel Services (2-8426). Deadline: July 21.

DATEBOOK

Monday, June 26

UAO activity, live music and free treats, 11:30 a.m.-12:30 p.m., Union Oval. Rainsite: the Commons.

Summer Music Institute, BGSU faculty recital, 8 p.m., Bryan Recital Hall. Free.

Tuesday, June 27

UAO activity, bowling and pizza party, 7-9 p.m., Buckeye Room, University Union.

Summer Music Institute, Black Swamp Brass, 8 p.m., Bryan Recital Hall. Free.

Wednesday, June 28

Movie, "A League of Their Own," 8 p.m., Gish Film Theater. Free.

Thursday, June 29

Thesis defense, "Towards the Elimination of Possible Counterexamples to Catalan's Conjecture by Computation of Class Numbers of Cyclotomic Fields," by D. Robin Clothier, mathematics and statistics, 1 p.m., June 29, 400 Mathematical Sciences Bldg.

Summer Music Institute, chamber music recital, 8 p.m., Bryan Recital Hall. Free.

Friday, June 30

Board of Trustees, 10 a.m., 108 Eppler North.

Saturday, July 1

Summer Music Institute, Grand finale concert, Kobacker Hall, 1:30 p.m. Performed by high school students attending music camps for string orchestra, honors chorus and band.

CLASSIFIED EMPLOYMENT OPPORTUNITIES

Classified positions:

6-30-1	Budget officer 1
	pay grade 10
	risk management

COMMUNICATIONS

From the front

something that IPC scholars have studied for a long time, he noted. But now through the Internet and other technological advances, mass communication is becoming interactive as well.

Makay envisions programs which could make use of shared ideas and research, such as a course on intercultural communications which would be team-taught by faculty from different areas in the school.

He also hopes to create a communication research lab for use by faculty and students from all three departments.

Makay feels that the merger will strengthen the already strong reputation of the University's communications programs. "There are a lot of creative minds on our faculty. Working together they will help increase our international and national visibility," he said.

Makay was an assistant professor of speech at the University in 1968-70, before leaving for a 17-year stint at The Ohio State University followed by four years as chair of the Department of Communication at the State University of New York at Geneseo. He returned to Bowling Green in 1991 as professor and chair of interpersonal communication.